

ABSTRACT

A method and system for targeting incentives. Incentives are selectively sent to user terminals based on a user classification. According to an embodiment
5 of the present invention, a system defines matches between a user classification and an incentive. User data is collected from a plurality of sources. A system according to the present invention classifies a user and sends the incentive to the user if a match has been defined between the user classification and the incentive.

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